

Course Unit	Introduction to Tourism		Field of study	Tourism	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9254-532-1105-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	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) 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. Identify the basic concepts, measures and indicators in tourism analysis.
2. Analyze the organization and structure of tourism in Portugal.
3. Characterize tourism demand.
4. Characterize tourism supply, products and the public and private contribution to tourism services.
5. Characterize tourism market and also understand pricing in tourism.
6. Identify tourism trends and the main sources of information in tourism research.

### Prerequisites

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

### Course contents

Chapter I – Tourism analysis; Chapter II – The organization and structure of the tourism sector; Chapter III– Tourism demand; Chapter IV – Tourism supply; Chapter V – Tourism market; Chapter VI – Tourism planning and management; Chapter VII – Economic, social and natural impacts of tourism; Chapter VIII – Tourism trends; Chapter IX – Basic elements in the tourism research;

### Course contents (extended version)

1. Chapter I – Tourism analysis
  - Definition and concepts
  - Tourism classifications
  - Types of tourism
  - Measures and indicators in the tourism analysis
  - Worldwide and Portuguese historical evolution of tourism
2. Chapter II – The organization and structure of the tourism
  - The Tourism system
  - Sector Institutional aspects and organic structure of tourism in Portugal
3. Chapter III– Tourism demand
  - Concept and structure of tourism demand
  - Tourism needs
  - Tourism consumption
  - Demand motivations
4. Chapter IV – Tourism supply
  - Concept and classification
  - Tourism products
  - Accommodation, transports and animation
  - Private sector in the supply of tourism services
  - Public sector in the supply of tourism services
5. Chapter V – Tourism market
  - Concept and characterization of tourism market
  - The basic elements of tourism market
  - Imbalances of tourism market
  - Pricing in tourism
6. Chapter VI – Tourism planning and management
  - Tourism objectives
  - Tourism politics
  - Strategy and tourism planning
  - Sustainability
7. Chapter VII – Economic, social and natural impacts of tourism
8. Chapter VIII – Tourism trends
  - Trends in the tourism development
  - Changing agents
9. Chapter IX – Basic elements in the tourism research

### Recommended reading

1. Buhalis, D. & Costa, C. (2005). Tourism futures: tourism business frontiers. Butterworth Heinemann: Oxford. ISBN-13: 978-075-066-690-9
2. Cooper, C. Fletcher, J. Fyall, A. , Gilbert, D. & Stephen, W. (2008). Tourism: principles and practice (4 ed. ). Pearson: England. ISBN-13: 978-140-820-009-4.
3. Cunha, L. (2012). Turismo em Portugal - sucessos e insucessos. Edições Universitárias Lusófonas: Lisboa. ISBN: 978-989-851-224-6.
4. Cunha, L. ; Abrantes, A. (2019). Introdução ao turismo (6ª ed. ). Editorial LIDEL: Lisboa. ISBN: 978-972-757-950-1
5. Cunha, L. (2013). Economia e Política do Turismo (3ª ed. ). Lisboa: Lidel - Edições Técnicas , Lda. ISBN: 978-972-757-950-1.

### Teaching and learning methods

The methodology is based on tutorial sessions on contact hours using the expository method associated with active techniques. Audiovisual resources, Analysis of case studies and practical data.

Assessment methods

1. Continued evaluation - (Regular, Student Worker) (Final)

- Intermediate Written Test - 60% (Minimum score of 7/20.)

- Practical Work - 40% (To be carried out over the semester. Minimum score of 7/20.)

2. Evaluation by final exam - (Regular, Student Worker) (Final, Supplementary, Special)

- Final Written Exam - 100%

3. Mobility students - (Regular, Student Worker) (Final, Supplementary, Special)

- Development Topics - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Márcio Domingos Alves Ribeiro Martins	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
12-10-2023	14-10-2023	14-10-2023	16-10-2023