

Course Unit	Tourism Products Development	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - 60 TC - 60 S - 60 E - 60 OT - 60 O - 60
		Level	1-2
		ECTS credits	6.0
		Code	9254-532-2202-00-22

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, Naci Polat

#### Learning outcomes and competences

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

1. Identify the determinants and procedures in the development of tourism products.
2. Understand destination variation.
3. Identify the characteristics and specificities of the different tourism products, namely Tourism in Rural and Natural Areas; Cultural Tourism; Health Tourism and other products.
4. Develop strategies for recovery of certain tourism products. Identify specific products for specific tourist markets.
5. Identify specific products for specific tourist markets.

#### Prerequisites

Not applicable

#### Course contents

Tourism product development . Tourism in rural and natural areas. Cultural Tourism. Health Tourism. Business tourism. Urban tourism. Other tourism products.

#### Course contents (extended version)

1. Tourism product development
  - Definitions, influences and determinants
  - Principles and procedures for tourism product development
  - Destination variations
2. Tourism in rural and natural areas
  - Rural Tourism
  - Nature Tourism
3. Cultural Tourism
  - Concept
  - Museums
  - The touring
  - Food and Wine
4. Health Tourism
  - Concept
  - Product typologies of health tourism
5. Business Tourism
  - Concept
  - Types of business tourism products and local meetings
  - The market of business tourism
6. Urban Tourism
  - Concept
  - The tourist town: types, evolution, planning and management
  - Urban tourists: types, motivations and experience
7. Other tourism products

#### Recommended reading

1. Cooper, C. & Hall, M. C. (2008). Contemporary Tourism: An International Approach. Butterworth-Heinemann.
2. Davidson, R. (2003). Business Travel. Harlow: Pearson Education.
3. Smith, M. , & Puczko, L. (2009). Health and Wellness tourism. Oxford: Butterworth-Heinemann.
4. Silva, F. : Umbelino, J. (Coords. ) (2017). Planeamento e Desenvolvimento Turístico. LIDEL.
5. UNWTO (2001). Handbook on Tourim Product Development.

#### Teaching and learning methods

The teaching methodology used is based on practical classes where present and discuss concepts, methodologies and techniques, using texts and media. Analysis and discussion of specific topics and case study.

#### Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50% (minimum grade 7, 5 values)
  - Intermediate Written Test - 50% (minimum grade 7, 5 values)
2. Final Exam - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%
3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 100%

#### Language of instruction

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

## Electronic validation

Márcio Domingos Alves Ribeiro Martins, Naci Polat	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
24-03-2023	24-03-2023	27-03-2023	02-04-2023