

Course Unit	Tourism Itineraries	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 - , TP 60 , PL - , TC - , S - , E - , OT - , O -
Level	1-2	ECTS credits	6.0
Code	9254-532-2205-00-22		

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) Alexandra Maria Ferreira Vieira

Learning outcomes and competences

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

1. Distinguish the different concepts associated with the tourist itineraries.
2. Know the phases and stages of planning, organization and implementation of an itinerary.
3. Know the main national and international itineraries.
4. Encourage the construction of themes and itineraries for different territories.
5. Recognize the importance of the itineraries for the organization, development and promotion of national tourism.

Prerequisites

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

Course contents

1. General, conceptual and terminological framework. 2. Planning and designing Itineraries. 3. Publicizing and marketing of a tourist itinerary. 4. The strategic enhancement of cultural heritage, natural and immaterial.

Course contents (extended version)

1. General, conceptual and terminological framework.
 - 1. 1. Concepts and terminology associated with the tourist itineraries.
 - 1. 2. Types of travel itineraries.
 - 1. 3. Tour itineraries according to the tourism product.
 - 1. 4. Tourist itineraries as a second means of transport used.
 - 1. 5. Tour itineraries according to the organization.
2. Planning and designing Itineraries.
 - 2. 1. Objectives and characteristics of a Tourist Itinerary.
 - 2. 2. Resources linked to the design of Tourist Itineraries.
 - 2. 3. General and tourist equipment as the Tourist Itineraries support.
 - 2. 4. Phases of organizing a Tourist Itinerary.
 - 2. 5. Execution of the Tourist Itinerary.
 - 2. 6. Experimenting the tour itinerary planned.
3. Publicizing and marketing of a tourist itinerary.
 - 3. 1. Broadcasting tools.
 - 3. 2. The Information.
 - 3. 3. Strategies for the implementation of an itinerary.
 - 3. 4. The commercialization.
4. The strategic enhancement of cultural heritage, natural and immaterial.
 - 4. 1. Major itineraries and circuits in Portugal.
 - 4. 2. The main itineraries and international circuits.

Recommended reading

1. Bonniface, B. & Cooper, C. (2005). *Worldwide Destinations – The Geography of Travel and Tourism*. Londres: Butterworth Heinmann. ISBN 0-7506-5997-1
2. Council of Europe, IEIC. (2015). *Cultural routes management: from theory to practice. Step-by-step guide to the Council of Europe Cultural Routes*. Strasbourg: C. E. Publ. . ISBN: 978-92-871-7938-8
3. FIGUEIRA, L. (2013). *Manual para Elaboração de Roteiros de Turismo Cultural*. CESPOGA, I. P. T, 166p
4. Gomes, J. & G-Quijano C. (1999). *Rutas e Itinerários Turísticos en Espana*. Madrid: Editorial Sintesis. ISBN: 9788477380986
5. MACLEOD, N. (2013) "Cultural routes, trails and the experience of place" in Richards, Greg, Smith, Melanie (eds) *The Routledge Handbook of Cultural Tourism*, New York, Routledge, pp. 369-375

Teaching and learning methods

Active involvement of the students in the classroom with the purpose of building their own knowledge process. School trips and field work. Reading texts of documents enabling deepen the subjects covered by the course.

Assessment methods

1. Distributed evaluation - (Regular) (Final, Supplementary, Special)
 - Projects - 80%
 - Presentations - 20%
2. Incoming Students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 80%
 - Presentations - 20%
3. Distributed evaluation - TE - (Student Worker) (Final, Supplementary, Special)
 - Projects - 80%
 - Presentations - 20%

Language of instruction

Portuguese

Electronic validation

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01-03-2023	02-03-2023	03-03-2023	14-03-2023