

Course Unit	International Tourism		Field of study	Tourism	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9254-532-3204-00-23				
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) Catarina Antónia Martins

Learning outcomes and competences

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

1. Understand and assess the significance and operation of tourism worldwide;
2. Analyze the importance of international tourism flows;
3. Learn about the main organizations and international tourism policies;
4. Recognize the importance of tourism in the European Community;
5. Interpret the European policy for the tourism sector;
6. Characterize the main tourism regions in the world;
7. Understand about the future trends in international tourism.

Prerequisites

Not applicable

Course contents

1. The Touristification of Economies, Spaces and Present Society. 2. The Government Intervention in the Tourism Sector - Organizations and Policies. 3. Tourism in the European Union. 4. The different Tourist Regions in the World. 5. Future trends in international tourism.

Course contents (extended version)

1. THE TOURISTIFICATION OF ECONOMIES, SPACES AND PRESENT SOCIETY
 - Key concepts
 - Theories supporting the international tourism
 - Elements to quantify the importance of tourism on a global scale
2. THE GOVERNMENT INTERVENTION IN THE TOURISM SECTOR - ORGANIZATIONS AND POLICIES
 - Forms of government intervention
 - The International Agencies
 - The administrative organization of States in the field of tourism
3. TOURISM IN THE EUROPEAN UNION
 - The importance of tourism in the European Union - key features
 - The Policy Community Tourism
4. THE DIFFERENT TOURIST REGIONS IN THE WORLD
 - Outbound regions and inbound areas
 - Characterization of the main tourist regions in the world
5. FUTURE TRENDS IN INTERNATIONAL TOURISM

Recommended reading

1. Costa, C. , Panyik, E. , & Buhalis, D. (Eds.). (2013). Trends in european tourism planning and organisation. London: Channel View Publications ISBN: 978-1-84541-410-8
2. Harssel, J. V, Jackson, R. & Hudman, L. (2015). National geographic learning'd visual geography of travel and tourism (5th Ed). London: Cengage Learning, ISBN: 978-1-133-95126-1
3. OECD. (2022). OECD Tourism trends and policies 2022. OECD Publishing.
4. World Tourism Organization. (2023). UNWTO Tourism Highlights 2020 Edition. World Tourism Organization.
5. Carrasqueira, H. (2022). Hotelaria Internacional Actual Editora.

Teaching and learning methods

The course unit will be taught through the theoretical contents exhibition (expositive method), followed by the analysis and discussion of case studies and oriented readings in classes (demonstrative method). In what concerns outside class work it is proposed the accomplishment of research work on the syllabus of the curricular unit.

Assessment methods

1. Continuous Evaluation (replaces EAF) - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 60% (minimum mark: 7 out of 20)
 - Practical Work - 40% (Practical exercises in class.)
2. Final Exam Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming students - (Regular) (Final, Supplementary)
 - Development Topics - 100% (Incoming students with no fluency in Portuguese)
4. Final Evaluation - (Regular, Student Worker) (Supplementary)
 - Intermediate Written Test - 60% (minimum mark: 7 out of 20)
 - Practical Work - 40% (Practical exercises in class.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Catarina Antónia Martins	Márcio Domingos Alves Ribeiro Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
19-03-2024	19-03-2024	19-03-2024	21-03-2024

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