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| Course Unit | International Tourism | Field of study | Tourism |
| Bachelor in | Tourism | School | School of Public Management, Communication and Tourism |
| Academic Year | 2025/2026 | Year of study | 3 |
| Type | Semestral | Semester | 2 |
| Workload (hours) | 162 | Contact hours | T - - TP 60 PL - - TC - - S - - E - - OT - - O - - |
| | | Level | 1-3 ECTS credits 6.0 |
| | | Code | 9254-846-3204-00-25 |

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 main strategies of internationalization of tourist companies

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. Internationalization in 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. INTERNATIONALIZATION IN TOURISM
 - Internationalization strategies for tourism companies
 - Risk in international business

Recommended reading

1. Harsseel, 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
2. OECD (2024), OECD Tourism Trends and Policies 2024, OECD Publishing, Paris, <https://doi.org/10.1787/80885d8b-en>.
3. World Tourism Organization. (2024). UNWTO tourism highlights: 2024 edition. World Tourism Organization. <https://www.unwto.org/tourism-data/tourism-highlights>
4. 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 - (Regular) (Final, Supplementary)
 - Intermediate Written Test - 40% (minimum mark: 7 out of 20)
 - Practical Work - 20% (Practical exercises in class.)
 - Development Topics - 40%
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. Continuous Evaluation TE - (Student Worker) (Final, Supplementary)
 - Intermediate Written Test - 60% (minimum mark: 7 out of 20)
 - Development Topics - 40%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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|--------------------------|------------------------------|--------------------------|-----------------------------|-------------------------------|
| Catarina Antónia Martins | Claudia Cristina Silva Costa | Catarina Antónia Martins | Jean Noel Fernand Mercereau | Sonia Paula da Silva Nogueira |
| 23-02-2026 | 24-02-2026 | 24-02-2026 | 25-03-2026 | 02-04-2026 |