



1º CICLO | LICENCIATURA

Gestão de Turismo

Direction

Adão de Jesus Gonçalves Flores

Number of Semesters

6

ECTS

180

Access Conditions

04 Economics 16 Mathematics

or

04 Economics 18 Portuguese

or

16 Mathematics 18 Portuguese

or

09 Geography 16 Mathematics

or

13 English 18 Portuguese

or

09 Geography 18 Portuguese

About

Course Plan

Course Structure
1º Ano / Common Core
 Introduction to Tourism and Hospitality Business 5 ECTS | Marketing Management and Hospitality Services 6 ECTS | Foreign Language - English I (Option I) 4 ECTS | Foreign Language - French I (Option I) 4 ECTS | Scientific Research Methodologies in Tourism 4 ECTS | Technology and Information Systems in Tourism 5 ECTS | Tourism and Hospitality Economics 6 ECTS | Audit 6 ECTS | General and Hotel Accounting 6 ECTS | Foreign Language - English II (Option II) 4 ECTS | Foreign Language - French II (Option II) 4 ECTS | Strategic Management of Tourist Destinations 5 ECTS | Technology and Information Systems in Tourism 5 ECTS | Tourism and Hospitality Law and Legislation 4 ECTS |
2º Ano / Common Core
 Accommodation Management 6 ECTS | Hospitality Resort Management 5 ECTS | Human Resources Management 5 ECTS | Logistics and Operations Management 5 ECTS | Foreign Language - English III (Option III) 4 ECTS | Statistics 5 ECTS | CRM and Business Intelligence Management 4 ECTS | Event Management and Leisure Experiences 4 ECTS | Financial Analysis and Management 6 ECTS | Internship in Tourism I 7 ECTS | Leadership and communication techniques 4 ECTS | Strategic Management for Hospitality in Tourism 5 ECTS |
3º Ano / Common Core
 Digital and Relationship Marketing 5 ECTS | Innovation and Entrepreneurship in Tourism 5 ECTS | Innovation and Experience Design in Tourism 5 ECTS | Management of Luxury Tourism and Hospitality Services 5 ECTS | International Human Resources Management (Option IV) 5 ECTS | Internationalization (Option IV) 5 ECTS | Sociology of Tourism (Option IV) 5 ECTS | Seminars - Tourism and Hospitality Management 5 ECTS | Business Plan and Business Simulation in Tourism 6 ECTS | Design and Development of Tourism and Hospitality Products 5 ECTS | Ethics and Social Responsibility 3 ECTS | Guest Relations and Multiculturalism 4 ECTS | Internship in Tourism II 7 ECTS | Quality and Sustainability Management 5 ECTS |