











TOURISM


Year 1


Curriculum Units	Semester	Contact Hours	ECTS	Type	Ob s
History of Portugal	I	60	5	C	
Introduction to Tourism	I	60	5	C	
Fremdsprache I Lengua Extranjera I Langue Étrangère I	I	75	5	C	
English I	I	75	5	C	
Portuguese Language I	I	75	5	C	
Natural Heritage	I	60	5	C	
History of Art	II	60	5	C	
Introduction to Management and Marketing	II	60	5	C	
Fremdsprache II Lengua Extranjera II Langue Étrangère II	II	75	5	C	
English II	II	75	5	C	
Research Methods and Techniques	II	60	5	C	
Tourism Operations and Legislation	II	60	5	C	


C – Compulsory; PC – Personal Choice

 Curricular Units available to foreign students according to conditions described

Curriculum Unit	History of Portugal
Contents	<ol style="list-style-type: none"> 1. From Prehistory to the County of Portucale. Roman Lusitania. The end of Roman rule and the Moorish conquest. 2. Medieval Portugal (12th -15th centuries). From the County of Portucale to the affirmation of the Portuguese monarchy. The crisis of the fourteenth century and the dynasty of Avis. 3. The Discoveries and the Overseas Expansion (15 th-16th centuries). The exploration of the South Atlantic. The Portuguese Empire in Asia. The Portuguese in Brazil. 4. From the dawn of early modern age to the end of the Iberian Union. King John III and the succession crisis. Portugal in the Habsburg Monarchy. 5. From the Restoration to the Constitutional Monarchy (1640-1820). The <i>Pombaline</i> Era. Portugal and the Napoleonic wars. 6. From the Constitutional Monarchy to the First Republic (1820-1926). «<i>Regeneração</i>» and «<i>Fontismo</i>». The crisis and failure of the Constitutional Monarchy. The First Republic. Portugal in the First World War. 7. The <i>Estado Novo</i> (1933-1974). The military dictatorship. The consolidation and development of the <i>Estado Novo</i>. The military coup on April 25, 1974.
Methodologies and Evaluation	Lectures play an important role in this course, though not exclusively. Students will be asked to engage actively with the material and encouraged to explore maps and iconography, as well as to debate certain points. The teaching methods also include extensive use of audiovisual media. The structure of marks and the nature of assignments is the following: a) one written test

	(counts for 65% of the final grade); 2) an essay drawn from topics of the course and which requires reading of selected bibliography (counts for the remaining 35%).
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform


Curriculum Unit	Introduction to Tourism
Contents	<ul style="list-style-type: none"> - Tourism and leisure - Fundamental concepts of tourism - Types of tourism - The major world tourist flows - Tourism in the world - evolution of tourism and its characteristics - Tourism in Portugal - stages of development - Organization and political and administrative structure of tourism in Portugal - The demand and tourism - Ethics in tourism: the Global Code of Ethics for Tourism
Methodologies and Evaluation	<p>The syllabus covers theoretical and practical lessons. The lectures will take a more expository nature, so as to disseminate some knowledge and scientific information. Spaces, however, will be reserved for discussion and critical reflection on the different themes of the syllabus or others linked to it.</p> <p>The practical classes will be mainly used for text analysis, visualization and critical analysis of video and performance and a discussion of practical assignment.</p> <p>The approval of the course is achieved with a minimum rating of 9.5, resulting from the evaluation parameters, with the value shown:</p> <ul style="list-style-type: none"> - An attendance test, with a weight of 60%; - Practical work research, group (3 or 4 elements) - 20% report, oral presentation 20%. <p>It is mandatory to attend at least 75% of classes taught.</p>
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform


Curriculum Unit	Fremsprache I
	

Asignatura	Lengua Extranjera I - Español
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Programa	<ul style="list-style-type: none"> - Fonética del español. - Sintagma nominal: sustantivos, adjetivos y adverbios. - Determinantes: artículos, demostrativos, numerales, posesivos, indefinidos, interrogativos y exclamativos. - Los pronombres. - Sintagma verbal: Presente de Indicativo, Pretérito Indefinido, Imperativo, Infinitivo, Gerundio y Participio. - Léxico: saludos y despedidas, días de la semana, meses y estaciones del año, colores, partes del cuerpo humano, adjetivos de cualidades físicas y de carácter, profesiones, partes de una ciudad, partes de una vivienda, tareas domésticas, la familia, prendas de vestir, centros comerciales, médico y farmacia, comidas y alimentos, cafetería, restaurante, el lenguaje informático y todo el vocabulario relacionado con los temas socioculturales tratados en el aula. - Conectores textuales: y, o, pero, porque ... - Indicadores de dirección. Locuciones de lugar. Marcadores temporales.
Metodología y Evaluación	<p>La metodología aplicada constará de una primera fase de exposición de los contenidos por parte del docente, seguida de propuestas de actividades que deberán realizar los alumnos y que podrán ser orales o concretarse en un trabajo escrito. La realización de los trabajos presentados podrá ser individual o en grupo. Se pedirá la presentación de un potfolio con los trabajos realizados a lo largo del semestre que será discutido en la prueba oral.</p> <p>A través de la práctica, tanto oral com escrita de la lengua, los alumnos irán desarrollando las destrezas básicas -comprender, hablar, leer y escribir- hasta alcanzar el nivel A2, de acuerdo con el Marco de Referencia Europeo.</p> <p>Para la evaluación se tendrá en cuenta el interés demostrado por el alumno en la realización de los trabajos y su participación en las actividades propuestas en el aula, así como la comprensión de los contenidos que serán valorados mediante pruebas escritas y el desarrollo de las competencias referidas a la lengua hablada, que se valorarán a través de pruebas orales.</p>
	<p>Esta asignatura está disponible para los estudiantes extranjeros y se imparte totalmente en castellano.</p> <p>Los estudiantes extranjeros deben seguir las clases y participar en todas las actividades asignadas, bien presencialmente o a través de la plataforma de aprendizaje a distancia.</p>


Curriculum Unit	Langue Étrangère I - Français
Content	<p>On s'oriente d'après le niveau A2 du CECRL.</p> <p>Contenus thématiques : environnement personnel, environnement professionnel et social, repères socioculturels ; réalisation de tâches simples liées aux métiers envisagés (accueillir, informer, orienter)</p> <p>Contenus linguistiques : étude de la phrase simple, du vocabulaire courant, correction et clarté de la prononciation...la langue est étudiée de façon à donner les moyens de communiquer simplement</p>
Methodologies and Evaluation	<p>L'évaluation inclut deux tests comprenant chacun quatre parties (compréhension écrite, compréhension orale, expression écrite, expression orale), la réalisation d'un portfolio comprenant entre 10 et 15 travaux, la participation active au travail de classe et les progrès réalisés.</p>

	<p>Selon le type d'activités réalisées, on alterne les travaux individuels et les travaux en sous-groupes ou en grand groupe, où on peut s'entraider et où chacun peut participer à son niveau. Les apprenants sont conduits à s'exprimer en langue étrangère, à interagir, à participer, même avec des moyens limités. On vise une appropriation individuelle et progressive de la langue. Les supports sont divers. Les documents authentiques, actuels et récents, sont privilégiés. Soulignons le recours précieux que peut fournir Internet, banque de données inépuisable et lien direct avec le monde extérieur aux murs de la classe.</p>
	<p>Ce cours est disponible aux étudiants étrangers et il se déroule complètement en Français. Les étudiants étrangers sont tenus de suivre des cours et participer à toutes les activités confiées, que ce soit en direct ou à travers la plateforme e-learning.</p>


Curriculum Unit	English I
Contents	<p>Review of the form and usage of the following structures: Present Simple, Present Continuous, Past Simple, Future Simple and "Going to" Future. Vocabulary extension in 8 lexical areas, where possible with relevance to the course.</p>
Methodologies and Evaluation	<p>Independent student work: Each student is required to compose a personal language portfolio which is assessed and contributes to the final grade awarded. The portfolio allows for personal expression and provides a showcase for students to display the effort and work they have done over the semester. For lower level students this work will have a higher percentage of teacher directed material. Individual tutorial sessions are based on the work in the portfolio.</p> <p>Assessment instruments and weight: Written and Oral Test – 60% Autonomous work – 20% Participation in class – 20%</p>
	<p>This course is available for foreign students and is completely conducted in English. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Curriculum Unit	Portuguese Language I
Contents	<ul style="list-style-type: none"> - Formal aspects of written language; - Issues of morphology, syntax and semantics of Portuguese; - Mechanisms for structuring and organization of text; - Strategies of appropriation of the written and oral text.
Methodologies and Evaluation	<p>Practical sessions, with particular focus on reception and production of utterances that consolidate the skills of listening and speaking and reading and writing in Portuguese.</p> <p>In an online platform, specific contents are provided as well as the materials used in classes, references and additional useful information for students. Location: <URL: http://elearning.esep.pt/> (access subject to registration).</p> <p>Elements of assessment and their weighting in the final standings: a</p>

	written test, 60%, other classroom work, 40%.
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Curriculum Unit	Natural Heritage
Contents	<p>1 - Natural Heritage</p> <p>1.1 Development and evolution of the concept</p> <p>1.2 Biodiversity: types and their importance</p> <p>1.3 Recognition and characterization of key species and habitats of Portugal</p> <p>2 - Land Conservation and Natural Resources</p> <p>2.1 Key environmental impacts in Portuguese Natural Heritage</p> <p>2.2 Strategies for conservation of nature and conservation movements</p> <p>2.3 The National Network of Protected Areas and Natura 2000</p> <p>3 - Tourism and Sustainable Development</p> <p>3.1 Use and development of biodiversity</p> <p>3.2 Ecotourism and Environmental Ethics</p>
Methodologies and Evaluation	The lessons of the Curriculum Unit will take a theoretical and practical character. Students will be confronted regularly with case studies for better understanding of the content. The reading, interpretation, and presentation to the class discussion of texts / works will have a central role throughout the unit. Field trips are planned for observation and interpretation of natural heritage locally and nationally. The evaluation will be based on a written test, a theoretical and practical work and will be weighted with the quality of contributions and interest in the developed activities.
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform


Curriculum Unit	History of Art
Contents	<p>1. Concepts and Methodology</p> <p>2. The Prehistoric and Roman Legacy in Portugal</p> <p>3. Art in the High Middle Ages</p> <p>4. Romanesque (architecture, sculpture and painting)</p> <p>5. Gothic Style (architecture, sculpture and painting)</p> <p>6. The Manueline style (architecture, sculpture and painting)</p> <p>7. Military Architecture to the XVIth Century</p> <p>8. Renaissance style (architecture, sculpture and painting)</p> <p>9. «Chã» Architecture . «Maneirist» Painting and Sculpture</p> <p>10. Baroque Style (architecture, sculpture and painting)</p> <p>11. Modern Military or Stronghold Architecture</p> <p>12. Rococo (architecture, sculpture and painting)</p> <p>13. The Pombaline period (1750-1777) (architecture / urbanism and tiles)</p> <p>14. Neoclassical style (architecture, sculpture and painting)</p> <p>15. Romantic style (architecture, sculpture and painting)</p> <p>16. Naturalism (sculpture and painting)</p> <p>17. Major Trends in European Art, from the Second Half of XXth Century to Our Days.</p>
Methodologies and Evaluation	<p>- Designing multimedia images of works of art, for joint teacher / students work.</p> <p>- Visits to monuments, museums and centers of artistic production, prepared by the teacher, by students or invited experts in what is intended, through direct contact with works of art, in order to analyze and draw conclusions about their characteristics.</p>

	<p>- Presentation by students of research papers on topics of art history, previously prepared with the monitoring of teacher and followed by discussion.</p> <p>Assessment</p> <ul style="list-style-type: none"> - Production of an individual or collective research work about a topic in History of Art, its presentation and discussion in class (30% - 6) - In-class individual test (60% - 12) - Appropriate participation in all activities foreseen (10% - 2)
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform</p>


Curriculum Unit	Introduction to Management and Marketing
<p>Contents</p>	<ol style="list-style-type: none"> 1. The management and its function <ol style="list-style-type: none"> 1.1. Concepts, functions and management levels 1.2. Tasks and skills of the manager 2. The company and its environment <ol style="list-style-type: none"> 2.1. The company as a social organization 2.2. The company as an open system 2.3. Objectives, resources and business environment 3. The planning and decision making <ol style="list-style-type: none"> 3.1. Mission and objectives 3.2. Types of plans 3.3. strategic Planning 3.4. SWOT Analysis 3.5. Product Life Cycle 3.6. BCG matrix 4. motivation <ol style="list-style-type: none"> 4.1. Basic theories about human nature 4.2. Theory of Needs 5. communication <ol style="list-style-type: none"> 5.1. Channels of communication 5.2. Effects of ICT 6. Quality Management 7. Fundamental concepts of marketing 8. The marketing mix 9. The marketing services
<p>Methodologies and Evaluation</p>	<p>The curriculum of the course covers theoretical and practical lessons. The lectures will take a more expository nature, so as to spread some knowledge and scientific information. There will be, however, reserved spaces for discussion and critical reflection on the different themes of the syllabus or others linked to it.</p> <p>The practical classes will be mainly used for the analysis and discussion of case studies of management and marketing.</p> <p>The approval is obtained with a minimum mark of 9.5, resulting from the evaluation parameters, with the values shown:</p> <p>Work done in class: 30%</p> <p>2 assessment tests: 70%</p> <p>According to the attendance regime in force, students must attend 75% of classes taught.</p>




This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.


Curriculum Unit	Fremsprache II
	

Asignatura	Lengua Extranjera II - Español
Programa	<ul style="list-style-type: none">- Fonética del español.- Sintagma nominal: sustantivos, adjetivos y adverbios.- Determinantes: artículos, demostrativos, numerales, posesivos, indefinidos, interrogativos y exclamativos.- Los pronombres.- Sintagma verbal: Presente de Indicativo, Pretérito Indefinido, Imperativo, Infinitivo, Gerundio y Participio.- Léxico: saludos y despedidas, días de la semana, meses y estaciones del año, colores, partes del cuerpo humano, adjetivos de cualidades físicas y de carácter, profesiones, partes de una ciudad, partes de una vivienda, tareas domésticas, la familia, prendas de vestir, centros comerciales, médico y farmacia, comidas y alimentos, cafetería, restaurante, el lenguaje informático y todo el vocabulario relacionado con los temas socioculturales tratados en el aula.- Conectores textuales: y, o, pero, porque ...- Indicadores de dirección. Locuciones de lugar. Marcadores temporales.
Metodología y Evaluación	<p>La metodología aplicada constará de una primera fase de exposición de los contenidos por parte del docente, seguida de propuestas de actividades que deberán realizar los alumnos y que podrán ser orales o concretarse en un trabajo escrito. La realización de los trabajos presentados podrá ser individual o en grupo. Se pedirá la presentación de un potfolio con los trabajos realizados a lo largo del semestre que será discutido en la prueba oral.</p> <p>A través de la práctica, tanto oral como escrita de la lengua, los alumnos irán desarrollando las destrezas básicas -comprender, hablar, leer y escribir- hasta alcanzar el nivel A2, de acuerdo con el Marco de Referencia Europeo.</p> <p>Para la evaluación se tendrá en cuenta el interés demostrado por el alumno en la realización de los trabajos y su participación en las actividades propuestas en el aula, así como la comprensión de los</p>

	<p>contenidos que serán valorados mediante pruebas escritas y el desarrollo de las competencias referidas a la lengua hablada, que se valorarán a través de pruebas orales.</p>
	<p>Esta asignatura está disponible para los estudiantes extranjeros y se imparte totalmente en castellano.</p> <p>Los estudiantes extranjeros deben seguir las clases y participar en todas las actividades asignadas, bien presencialmente o a través de la plataforma de aprendizaje a distancia.</p>

Curriculum Unit	Langue Étrangère II - Français
<p>Content</p>	<p>On s'oriente d'après le niveau A2 du CECRL.</p> <p>Contenus thématiques : environnement personnel, environnement professionnel et social, repères socioculturels ; réalisation de tâches simples liées aux métiers envisagés (accueillir, informer, orienter)</p> <p>Contenus linguistiques : étude de la phrase simple, du vocabulaire courant, correction et clarté de la prononciation...la langue est étudiée de façon à donner les moyens de communiquer simplement</p>
<p>Methodologies and Evaluation</p>	<p>L'évaluation inclut deux tests comprenant chacun quatre parties (compréhension écrite, compréhension orale, expression écrite, expression orale), la réalisation d'un portfolio comprenant entre 10 et 15 travaux, la participation active au travail de classe et les progrès réalisés.</p> <p>Selon le type d'activités réalisées, on alterne les travaux individuels et les travaux en sous-groupes ou en grand groupe, où on peut s'entraider et où chacun peut participer à son niveau. Les apprenants sont conduits à s'exprimer en langue étrangère, à interagir, à participer, même avec des moyens limités. On vise une appropriation individuelle et progressive de la langue. Les supports sont divers. Les documents authentiques, actuels et récents, sont privilégiés. Soulignons le recours précieux que peut fournir Internet, banque de données inépuisable et lien direct avec le monde extérieur aux murs de la classe.</p>
	<p>Ce cours est disponible aux étudiants étrangers et il se déroule complètement en Français.</p> <p>Les étudiants étrangers sont tenus de suivre des cours et participer à toutes les activités confiées, que ce soit en direct ou à travers la plateforme e-learning.</p>

Curriculum Unit	English II
<p>Content</p>	<p>Review of the form and usage of the following structures: Past Continuous, Present Perfect Simple, First and Second Conditionals. In addition remedial work will take place as required on structures reviewed in English 1.</p> <p>Vocabulary extension in 8 lexical areas, where possible with relevance to the course.</p>
<p>Methodologies and Evaluation</p>	<p>Our principal objective is to attain the language competence described in the CEFR at level B1 as a minimum pass. We will strive to encourage all of our students to express themselves with self-assurance within this band. To achieve this we will be building on the basic structure presented in English 1 to allow students the ability to express themselves with greater accuracy. New lexical sets will be presented, where possible within the specialist area of the course.</p>











	<p>Both productive and receptive language skills will be concentrated on. Independent student work: Each student is required to compose a personal language portfolio which is assessed and contributes to the final grade awarded. The portfolio allows for personal expression and provides a showcase for students to display the effort and work they have done over the semester. For lower level students this work will have a higher percentage of teacher directed material. Individual tutorial sessions are based on the work in the portfolio.</p> <p>Written and oral test: 60% Autonomous Work: 20% Class Participation: 20%</p>
	<p>This course is available for foreign students and is completely conducted in English.</p> <p>Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Curriculum Unit	Research Methods and Techniques
<p>Content</p>	<ol style="list-style-type: none"> 1. Conceptualization of the Research Process <ul style="list-style-type: none"> . Theory (s) and type (s) - definition and levels of complexity . Role (s) of the theory (s) in the research process . Defining the problem . Construction of the analysis model 2. Research strategies and research models <ul style="list-style-type: none"> . Oriented strategies and test strategies aimed at the discovery . Matching research strategies, empirical object and purpose of the study . Relations between the strategies and techniques of research 3. Techniques of data collection <ul style="list-style-type: none"> . General approach of the main techniques . The techniques of investigation - interviews, questionnaires and life histories <ul style="list-style-type: none"> . The questionnaire . The interview . The life stories 4. Sampling <ul style="list-style-type: none"> . Introduction to sampling procedures . Random Samples . Non-random samples 5. Dealing with quantitative data <ul style="list-style-type: none"> . Estimation . Hypothesis testing . Correlation and linear regression 6. Dealing with qualitative data <ul style="list-style-type: none"> . Fields of application . Technical analysis of qualitative data

<p>Methodologies and Evaluation</p>	<p>This course is of a theoretical and practical nature. In the programming of educational activities two interconnected moments will be stressed: an informational component, provided by the teacher, and situations that allow, from the analysis of texts (or other), knowledge and critical discussion of thematic content. In this sense, the teacher will organize and make available to the students some texts that together with recommended reading will allow them access to information and provide an incentive to the development of critical, reflective and instrumental skills in the field of research methodologies in social science. Concerning quantitative methods, the application of statistical techniques in real and practical contexts will be promoted using, where possible, computer applications.</p> <p>Evaluation will be continuous, taking into account the quality of student participation in scheduled activities, particularly in working sessions during class, in addition to the results obtained with products specifically designed for the evaluation. The following are the instruments of evaluation:</p> <p>a) 1 test: at the end of the semester (50% for the final mark); b) 1 practical work to develop in group (maximum 4 persons per group), with oral presentation, according to a timetable to be agreed with the students, focusing on the development of a small technical device for data collection, necessarily taking into account the methodological principles and concepts studied. This work has a 50% weighting to the final grade.</p> <p>To get a final grade, students must submit these two assessment products.</p>
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform</p>

Curriculum Unit	Tourism Operations and Legislation
<p>Content</p>	<ul style="list-style-type: none"> -Structure and organization of the Tourism Industry -The sectors of tourism industry -The transport sector -The accommodation and catering sector -The Travel Agencies and Tour Operator sector -The Tourist animation sector -Other legislation relevant to tourism
<p>Methodologies and Evaluation</p>	<p>The methodologies to be applied will initially have a presentation nature, which will be followed by the completion of proposed work to be presented by teachers. A research work will be encouraged for the development of practical work in question, which may result in preparing a written work. The practical work submitted by students may be individual or collective. The evaluation will result from the efforts dedicated to the work in the classroom, the understanding of the content presented, the creativity demonstrated and the final results of the work, whether individual or collective..</p>

Year 2


Curriculum Units	Semester	Contact Hours	ECTS	Type	Obs
Portuguese Language and Culture	I	45	4	C	
Fremdsprache III Lengua Extranjera III Langue Étrangère III	I	75	5	C	
English III	I	75	5	C	
Tourism Marketing	I	75	6	C	
Heritage and Animation	I	45	4	C	
Optional Course I	I	75	6	PC	
Fremdsprache IV Lengua Extranjera IV Langue Étrangère IV	II	90	6	C	
English IV	II	90	6	C	
Environmental Tourism	II	75	6	C	
Sports Tourism	II	75	6	C	
Optional Course II	II	75	6	PC	


C – Compulsory; PC – Personal Choice


 Curricular Units available to foreign students according to conditions described

Curriculum Unit	Portuguese Language and Culture
Contents	<ol style="list-style-type: none"> 1. The Portuguese culture: a past for the future. A model of the construction of the past, from a perspective of the present. 2. The Portuguese culture in space and in time. The habitat of the Portuguese culture. The Portuguese culture in the tropical-Portuguese picture of the western European culture 3. The Portuguese culture: a vision along his literary history. <ol style="list-style-type: none"> 3.1. Language, society and culture. 3.2. The Portuguese culture in the Middle Ages: the medieval society and the medieval poetry 3.3. Renaissance, Humanism and Classicism: the literary production of Luis de Camões 3.4. The discovery of the New World: The literature of travels. <i>A Carta</i>, of Pêro Vaz of Caminha, <i>Os Lusíadas</i>, of Luís de Camões, and <i>Peregrinação</i>, of Fernão Mendes Pinto. 3.5. The Baroque as esthetics of coincidence of opposites: the baroque poetry and the prose of Priest António Vieira. 3.6. The Enlightenment in Portugal: the thought and the work of Luís António Verney. 3.7. The Romanticism: modernity and medieval revisitation - Almeida Garrett. 3.8. Viagens na Minha Terra: wandering in the literary space and the sentimental itineraries. 3.9. The “Generation of 70” and his cultural, philosophical and literary intervention. 3.10. The Realism and the Naturalism in Eça de Queirós. 3.11. Cultural expressions of the end of the century: The Decadentism. 3.12. The First Modernism: theoretical break and cultural problematics. 3.13. The inner travel in contemporary literature and in art.
Methodologies and Evaluation	The methodology that is proposed points to an active and critical apprenticeship that drives to the progressive autonomy of the students in face of the construction of knowledge.

	<p>The critical analysis and the problematization of the questions relative to the Portuguese culture will begin from selected texts that relate to the contents. It also intends to stimulate the production of works of inquiry resulting from the questions and problems that the above-mentioned texts reflect.</p> <p>The evaluation assumes a mainly continuously nature, taking into consideration the quality of the participation of the student in the planned activities, in individual and in the work sessions during the classes, besides the results obtained with the products definitely prepared for the evaluation.</p> <p>These are products of evaluation:</p> <ul style="list-style-type: none"> • 1 (one) test at the end of the semester (60 % for the final grade); • 2 (two) practical works, made in group and in accordance with a calendar to be defined with the students each one according to the contents of the course (40 % for the final grade). <p>Notice: Failing to produce of one of the products of evaluation above mentioned implicates examination to the unity curricular.</p>
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Curriculum Unit	Fremdsprache III
Contents	
Methodologies and Evaluation	
	


Curricular Unit	Lengua Extranjera III
Contents	
Methodologies and Evaluation	
	<p>Esta asignatura está disponible para los estudiantes extranjeros y se imparte totalmente en castellano.</p> <p>Los estudiantes extranjeros deben seguir las clases y participar en todas las actividades asignadas, bien presencialmente o a través de la plataforma de aprendizaje a distancia.</p>

Curriculum Unit	Langue Étrangère III
Contents	
Methodologies and Evaluation	
	<p>Ce cours est disponible aux étudiants étrangers et il se déroule complètement en Français.</p> <p>Les étudiants étrangers sont tenus de suivre des cours et participer à toutes les activités confiées, que ce soit en direct ou à travers la plate-forme e-learning.</p>


Curriculum Unit	English III
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<p>Contents</p>	<p>Remedial grammar work takes on a deductive approach and special sessions are given to the weaker students during tutorials. Some of the classes will present functional language such as: Requests & Offers, Complaining, Telephone Language, Asking for & Giving Opinions, Describing Places.</p> <p>Classes will include all four language skills of speaking, reading, writing and listening though the oral communication skills of speaking and listening will be prioritised in an effort to increase language effectiveness. Authentic reading texts and television programmes related to tourism will be exploited.</p> <p>Lexical areas that occur naturally throughout the course and the students' exposure to new materials will be practised.</p> <p>Independent student work: Each student is required to compose a personal language portfolio which is assessed and contributes to the final grade awarded. The portfolio allows for personal expression and provides a showcase for students to display the effort and work they have done over the semester. For lower level students this work will have a higher percentage of teacher directed material.</p>
<p>Methodologies and Evaluation</p>	<p>There will be one <u>written test</u>. Students must pass this test not to fail the subject.</p> <p>Final Mark Value of Tests – 50%</p> <p><u>Class & Tutorial Contribution and Participation / Class Activities</u>– Students will be assessed on their willingness to take risks and experiment with their English orally in lessons. This mark also reflects student motivation via the effort they put into contributing to the success of the classes.</p> <p>Final Mark Value – 25%</p> <p><u>Portfolio / Independent Work</u></p> <p>Final Mark Value – 25%</p>
	<p>This course is available for foreign students and is completely conducted in English.</p> <p>Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>


Curriculum Unit	Tourism Marketing
<p>Contents</p>	<ul style="list-style-type: none"> - Concepts and fundamentals of marketing, specifically services marketing - The importance of marketing for the tourism sector - Specifics of tourism marketing - The tourism marketing mix: product, price, distribution and communication - The 8 P's of marketing tourism - Tourism Market - Consumer behavior in tourism - Segmentation, target market identification and positioning - Management of tourism marketing: the marketing plan as a strategic tool - Future trends of development of tourism and new challenges to tourism marketing.
<p>Methodologies and Evaluation</p>	<p>The curriculum covers theoretical and practical lessons.</p> <p>The lectures will take a more expository nature, so as to spread some knowledge and scientific information. There will be, however,</p>


	<p>reserved spaces for discussion and critical reflection on the different themes of the program or others linked to it.</p> <p>The practical classes will be mainly used for text analysis and practical work.</p> <p>The approval of the course is achieved with a minimum grade of 9.5, resulting from the evaluation parameters, with the values shown:</p> <ul style="list-style-type: none"> - An attendance test, with a weight of 60%; - Practical work – 40% <p>It is mandatory to assist at least to 75% of classes taught.</p>
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Curriculum Unit	Heritage and Animation
<p>Contents</p>	<ol style="list-style-type: none"> 1. Heritage: history of a concept 2. Legislation and guardianships of built heritage (architectural and archaeological), museologic and immaterial heritage in Portugal 3. Interventions in the built heritage <ol style="list-style-type: none"> 3.1 Fundamental Concepts 3.2 Historical overview of the philosophies of intervention 3.3 International Charters 4. The problem of historical centers <ol style="list-style-type: none"> 4.1 Concept of the historic center 4.2 The major problems affecting the historic centers 4.3 The management and integrated conservation 5. Heritage, entertainment and tourism <ol style="list-style-type: none"> 5.1 The origins of tourism <ol style="list-style-type: none"> 5.1.1 Heritage and tourism 5.1.2 Development and management of cultural tourism attractions 5.2 Heritage and animation 5.3 Introduction to museology and interpretation theory 5.4 Touristic-cultural animation of built heritage: concepts and methodology. <ol style="list-style-type: none"> 5.4.1 Projects
<p>Methodologies and Evaluation</p>	<p>Methodologies</p> <ul style="list-style-type: none"> - Distribution of theoretical subjects by students who will perform research and analysis focused on them, after which they will present their critical thinking in the classroom, these constituting the basis for extensive, targeted, integrated discussions enriched by the teacher. - Students will be expected to conceive animation projects in different types of built heritage. These projects should take as much realism as possible and constitute also a means to approach, in practice, several theoretical contents of the syllabus. Depending on the size, depth and nature of the projects so will be size of the working groups that they will be assigned to. This does not preclude the option for projects covering the whole class that may be put into practice. - In the project design, the focus is on group work sessions, with plenary sessions to share experiences, problems encountered and their solutions. Study or work visits to the locations chosen by the students for the design of projects and personal contact with tutelary institutions will, of course, be essential.

	<p>Evaluation</p> <ul style="list-style-type: none"> - In class individual attendance test (presentation and discussion of a critical reflection on a theoretical theme) (45% - 9) - Preparation of a draft animation in group work (45% - 9) - Judicious participation of the student in all activities related to syllabus implementation (10% - 2)
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Curriculum Unit	Fremdsprache IV
Contents	
Methodologies and Evaluation	
	


Curricular Unit	Lengua Extranjera IV
Contents	
Methodologies and Evaluation	
	<p>Esta asignatura está disponible para los estudiantes extranjeros y se imparte totalmente en castellano.</p> <p>Los estudiantes extranjeros deben seguir las clases y participar en todas las actividades asignadas, bien presencialmente o a través de la plataforma de aprendizaje a distancia.</p>

Curriculum Unit	Langue Étrangère IV
Contents	
Methodologies and Evaluation	
	<p>Ce cours est disponible aux étudiants étrangers et il se déroule complètement en Français.</p> <p>Les étudiants étrangers sont tenus de suivre des cours et participer à toutes les activités confiées, que ce soit en direct ou à travers la plate-forme e-learning.</p>

Curriculum Unit	Environmental Tourism
Contents	<ul style="list-style-type: none"> 1 – Ecosystem: Structure and functioning 2 - Tourism and Environment - Conflict or alliance? <ul style="list-style-type: none"> - The balance of ecosystems and the overload human being - Tourism environmental impacts - tourism and climatic change

	<p>3 – Tourism and Environment: the rise of a new paradigm</p> <ul style="list-style-type: none"> - Alternative tourism <i>versus</i> Mainstream tourism - Motivations and expectations - The principles of sustained tourism: demands and specifics <p>5 – Ecotourism and regional development</p> <ul style="list-style-type: none"> - The importance of planning <p>6 – Tourism in protected areas</p> <ul style="list-style-type: none"> - Compatibility of tourism with conservationist goals - National Environmental tourism program: - Principals and characteristics- legal frame - Legal Recognition, code of conduct and nature conservation project; - Nature tourism activities: the particular case of walking. - European Charter for Sustainable Tourism <p>7 – Tourism in rural areas</p> <ul style="list-style-type: none"> - legal frame; - case-studies; <p>8 – Regional potential and constraints for the development of environmental tourism.</p>
Methodologies and Evaluation	<p>The sessions will have a theoretical and practical nature, using diversified methodologies.</p> <p>For each subject, apart from the information provided by the lecturer, debates will be promoted on the basis of the analysis of texts and information collected for the pupil. Also for each subject activities of field and/or laboratory will be carried out, as well as the resolution of problems</p> <p>The evaluation of this course will be held based on two components: Students will perform one individual test and a group work. The evaluation will also target attendance, punctuality, the students' participation and commitment in the different activities to be carried out.</p>
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Curriculum Unit	Sports Tourism
Contents	<ol style="list-style-type: none"> 1. Sports Tourism and Leisure. Concepts and definitions. 2. Sports and Tourism industry worldwide. 3. The various types of Sports Tourism. 4. The types of mountain adventure, and water sports activities. Classification and organization. 5. Planning and development of physical and sporting activities on Sport Tourism, and its implementation. 6. Practice of risk-controlled sports activities in the various physical environments, learning the mastery of specific techniques and their application, and ways your organization's security and its objectives. Knowing the type of materials used and their purpose. 7. Development of environmental sense, respect for nature and environment, and preservation.
Methodologies and Evaluation	<p>Methodology:</p> <p>This course has 60 contact hours (TP) and 15 Support hours (OT). The sessions will have a theoretical / practical nature and, as a methodological principle, we intend to establish a link between theory and practice by fostering reflection and the realization of practical activities (themes) of research and experimentation. It is</p>

	<p>intended that future professionals can experience various types of risk-controlled sports activities, learning their specific techniques, rules and safety standards, putting into practice the knowledge acquired.</p> <p>The practical features are of paramount importance in the development of sports activities.</p> <p>The final evaluation of the Curriculum Unit will be made from the following arithmetic equation:</p> <ul style="list-style-type: none"> - Written test at the end of UC on the contents of the course Weight 3. - Two reports of the activities actually carried out and where the student participated. Weight 2 - Attendance, interest and participation shown in the individual sessions and practices developed. Weight 1 <p>The sum of the three components of the evaluation will be divided by the denominator 6 that will result in the final evaluation.</p>
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform.</p>

Year 3

Curriculum Units	Semester	Contact Hours	ECTS	Type	Obs
Geography of Tourism	I	75	6	C	
Tourism Planning and Development	I	75	6	C	
Health Tourism	I	75	6	C	
Optional Course III	I	75	6	PC	
Optional Course IV	I	75	6	PC	
Economics of Tourism	II	45	4	C	
Psycho-sociology of Communication	II	60	5	C	
Optional Course V	II	75	6	PC	
Work Placement	II	375	15	C	

C – Compulsory; PC – Personal Choice

Curricular Units available to foreign students according to conditions described


Curricular Unit	Geography of Tourism
Contents	<ul style="list-style-type: none"> -Geography: General spatial concepts -Tourism and Territory -The large worldwide relief sets - The large bioclimatic worldwide sets -The population distribution worldwide - Concepts and basics of tourism - Impacts of tourism: socio-economic, cultural and environmental - Impact of changes (climate, geomorphological or others) in the physical environment and human tourism - Market issuers and territory receivers - The sustainability of tourism - The phenomenon of tourism in Portugal - Phases of consolidation of national tourism - Policies and tourism planning - Agents and institutions of national tourism - The individuality of national tourism
Methodologies and Evaluation	<p>The curriculum of the course covers theoretical and practical lessons.</p> <p>The syllabus is guided by three fundamental vectors: the first presents the main physical variables at the global level, which interfere with the practice of tourism. The second vector, more focused on the human aspects, sets out the main differences in the quality of life and development worldwide. These asymmetries are important factors in the worldwide distribution of the flows of tourists. Finally we describe the main characteristics of tourism in Portugal compared to other major regions of the globe, its sustainability and spatial streams. The entire course will be oriented to a vision of sustainable development and criticism, which becomes increasingly relevant in the face of a true economicist, dehumanizing an eminently human activity, such as tourism.</p> <p>The approval in the course is achieved with a minimum grade of 9.5, resulting from the evaluation parameters, with the values shown:</p> <ul style="list-style-type: none"> - 70% rate on the attendance grade; - 25% on the assignment grade (10% of the presentation to the class and 15% on the form and content of the assignment); - 5% student participation in proposed activities and attendance. <p>It is mandatory to attend at least 75% of classes taught.</p>




This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.


Curricular Unit	Tourism Planning and Development
Contents	<ul style="list-style-type: none"> - Tourism in Portugal - Tourism Supply - Evolution of Territorial Planning - Tourism Planning - Tourism Impacts - Sustainable Tourism
Methodologies and Evaluation	<p>The methodologies to be applied will initially have a presentation nature, which will be followed by the completion of proposed work to be presented by teachers. A research work will be encouraged for the development of practical work in question, which may result in preparing a written work. The practical work submitted by students may be individual or collective. The evaluation will result from the efforts dedicated to the work in the classroom, the understanding of the content presented, the creativity demonstrated and the final results of the work, whether individual or collective.</p>
	<p>This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.</p>

Curricular Unit	Health Tourism
Contents	<ol style="list-style-type: none"> 1. Health Tourism <ol style="list-style-type: none"> 1.1 Concept 1.2 Evolution and current state 1.3 Why? Motivations and expectations 2. Tourism, Health and Welfare: global trends <ol style="list-style-type: none"> 2.1 Medical Tourism 2.2 Thermal Tourism 2.3 SPA 2.4 Thalassotherapy 3. Medical Tourism in Portugal <ol style="list-style-type: none"> 3.1 Characterization of supply and demand 3.2 Therapeutic Purposes 3.3 Local and regional tourism development 4. Applicable law and sector organization
Methodologies and Evaluation	<p>The lessons will take a theoretical and practical nature. Students will be confronted regularly with case studies for better understanding</p>

	of the content. Reading, interpretation, and presentation to the class discussion of texts / works will have a central role throughout the unit. Visits to some institutions are planned in order to enable students a closer contact with reality in the industry. Evaluation will be based on a written test, the theoretical and practical assignments and will be weighted with the quality of contributions and interest in their activities.
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.

Curricular Unit	Economics of Tourism
Contents	<ul style="list-style-type: none"> - Economic characteristics of tourism - Tourism in National and International Economy - Tourist Demand - Tourist Supply - The Touristic Market - Economic Effects of Tourism - Tourism Satellite Account
Methodologies and Evaluation	The methodologies to be applied will initially have a presentation nature, which will be followed by the completion of proposed work to be presented by teachers. A research work will be encouraged for the development of practical work in question, which may result in preparing a written work. The practical work submitted by students may be individual or collective. The evaluation will result from the efforts dedicated to the work in the classroom, the understanding of the content presented, the creativity demonstrated and the final results of the work, whether individual or collective.
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.

Curricular Unit	Psycho-sociology of Communication
Contents	<p>Theoretical approaches and methodologies in social psychology</p> <p>Interpersonal communication.</p> <p>Attitudes formation and change.</p> <p>Groups (types and group phenomena)</p>

Methodologies and Evaluation	The methodology includes transmission information theory, group work and group dynamic and document analysis. The evaluation includes a written test, participation in class and group work
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.

Curriculum Unit	Work Placement
Contents	The work placement is essentially practical in nature and the undergraduate students are integrated into normal life of the organization / company / institution. The work placement takes place in the 6th semester of the Curriculum and extends throughout the duration defined in the curriculum. In exceptional cases, the student can complete his work placement in a different period if approved by the Course Director. The work placement will be held in organizations, institutions or companies either public or private. Organizations, institutions or companies where the work placement will occur will be defined by the School Board based on a proposal from the Course Director. Organizations, institutions or companies will be contacted in advance by the School Board or its representatives and a protocol will be signed for this purpose. Students can take the initiative to contact the organizations, institutions or companies where they wish to be placed. The organizations, institutions or companies to contact should operate in areas of activity consistent with the profile of the Curriculum or have departments or services similar in nature.
Methodologies and Evaluation	Each student or group of students will be supervised by a teacher at school (supervisor), under a proposal of the Course director. The organization, institution or company where the work placement takes place shall appoint a person responsible for its monitoring (advisor). The elements taken into account for assessment are as follows: work placement plan; regular progress reports; quality assessment form for completion by the advisor; technical evaluation of the training venue, the work placement final report.
	This course is available for foreign students in English and Spanish. Foreign students are expected to follow classes and participate in all activities assigned, either live or through the e-learning platform. If the final practical work is submitted by a group which includes Portuguese and foreign students, the latter have to write a summary in English or Spanish. If the final practical work is submitted individually or by a group of foreign students only, it has to be fully written in English or Spanish.